

CHICKS IN THE SCHOFIELD-OLSEN 20,000 CAPACITY PULLET FARM

THE ANSWER

It pays to raise poultry. Mark you, it pays. Come out to Van Nuys and convince yourself. Why? Climate, soil, aqueduct water, organization, scientific handling, instruction, plus the broadest cooperation by the founders of the industry at Van Nuys. Climate is dry—perfect for poultry. Soil is best sandy loam. Abundance of all kinds of green and dry feed is produced. Land costs less than equally good land elsewhere. Poultry Association cooperation gets feed at lowest cost and gets the highest price for eggs. No marketing trouble. The Association has good lectures from outside experts. It has an advisory board which helps beginners to get started right. There is a poultry class in the high school. There are hatcheries that furnish the finest baby chicks cheaper and better than you can do it yourself, and there is a pullet farm that will furnish the beginner with the best selected pullets at laying age so he need have none of the risk of inexperience in hatching chicks and then in brooding and raising them to the productive age. This last is the fruition of the idea of M. A. Schofield, president of the Federation of Poultrymen of Southern California, who believes it to be a development of greatest importance toward the elimination of failure by beginners in the poultry business.

We have electric light, city water, finest grammar and high schools, paved boulevard and streets, electric railway, and a class of improvements possibly such as you have not seen before. Many of these advantages are the result of the tireless activity of W. P. Whitsett, who founded the industry at North Van Nuys and is still interested in its development in this community.

There are now 150 poultry ranches at Van Nuys, having 100,000 layers, and producing a combined revenue of \$250,000 annually.

EFFICIENCY

It pays to be alert and efficient. In less than four weeks, in an off season, Mr. and Mrs. L. G. Wiley increased the number of eggs received, from 875 pullets, from 238 to 400. They now turn on electric lights in their poultry houses at 4 a. m., thus increasing the eating and working day of the pullets and speeding up their output. Their statement follows:

We left New York just before Christmas last, expecting to do a little pioneering with poultry at Van Nuys. On arriving we found a well-established colony of progressive poultrymen and a cooperative organization.

After looking over several of the poultry farms we decided to build our poultry houses on the same order as those of the Holly Poultry Ranch. We bought two broods of White Leghorn chicks from B. R. Hallaway on February 10 and April 7, totaling 2500 chicks. After selling the cockerels for broilers we had more than 1000 pullets left, which we culled down to 875.

We received our first egg when the pullets were four months and four days old and the increase has been very steady till now, November 7, we are receiving more than 400 eggs daily.

We think our success is largely due to suggestions received from successful poultrymen in the neighborhood and at the poultry lectures secured by our association.

MR. and MRS. L. G. WILEY.

AQUEDUCT WATER

Van Nuys is the center of the 76,000-acre SanFernando Valley irrigation district annexed to the City of Los Angeles, May 4, 1915. **SUPPLY** is from Los Angeles' \$30,000,000 aqueduct.

SERVICE—Water is now available for use in the Van Nuys district under high pressure.

RATES

1. Domestic use, 7 cents a hundred cu. ft., minimum 75c a month.

2. Combination irrigation and domestic. Available only on one or more acres. Specially adapted for small acreage. Service continuous under high pressure. Rate, 2 cents a hundred cu. ft. with a service charge of \$1.00 per month for 1" meter; \$2.00 per month for 1½" meter, and \$3.00 per month for 2" meter.

3. Straight irrigation rate, 1.4 cents per 100 cu. ft., minimum charge for delivery at any one period, \$2.00. The service under this rate will be periodical according to the needs of the consumers. This rate is the equivalent of 1 cent a miner's inch per hour, based on continuous flow.

4. Pressure. The average pressure on the system will be about 100 pounds.

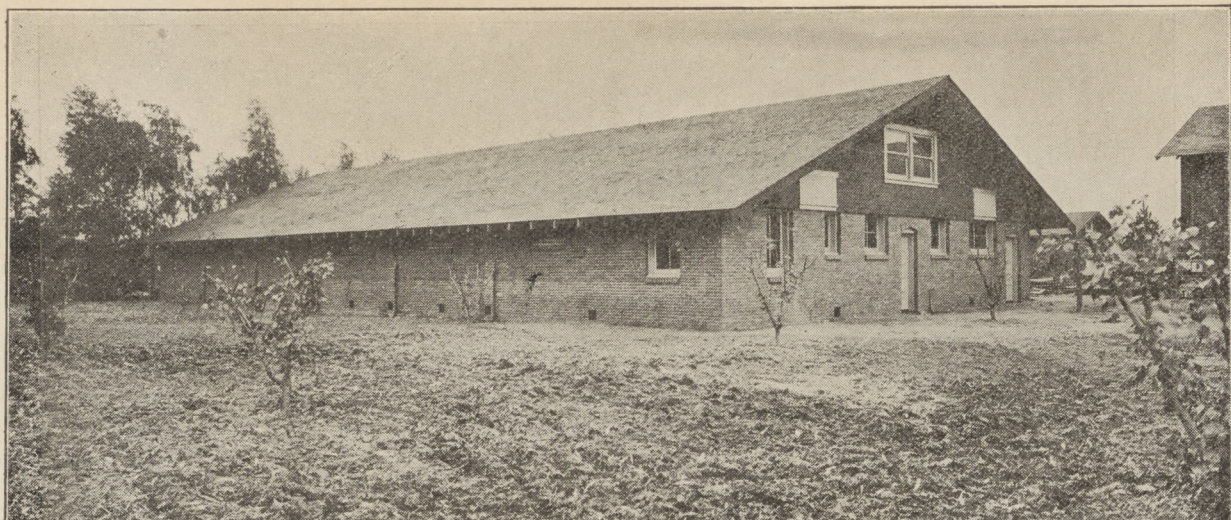


VAN NUYS HIGH SCHOOL



PANORAMA OF BUSINESS CENTER OF VAN NUYS

VAN NUYS POULTRY ASSOCIATION



NEW HATCHERY BUILDING AT HOLLY POULTRY RANCH

MONEY AND FREEDOM

Mr. B. R. Holloway was with one of the express companies. He had a good salary but saw he had little show of getting anything much better than he had reached. Not content to remain at a fixed point and do the bidding of some one else, he borrowed \$500 in 1910 and gradually worked into the poultry business. In 1912 he bought a place at Van Nuys and began really to prosper in the poultry business so that in 1914 he was forced to give up his position and devote his whole time to it. While he is making good returns on a fine lot of layers, his principal business is now conducting a hatchery of 60,000 capacity. He has just erected the finest equipped hatchery building in the State on his ranch on West Sherman Way. He is enjoying a free and independent life and is making so much more money that there is no comparison with a salary. Mr. Holloway is president of the Van Nuys Poultry Association, a director of the Poultrymen's Cooperative Association, and a trustee of the Federation of Poultrymen of Southern California.

CONSISTENT SUCCESS

Mr. Harrison left an office position in Chicago and came to California for his health. He has a good home, a five-acre ranch, a fine flock of fowls and is steadily successful in the poultry business. In VanNuys advantages and climate he has found both health and prosperity. His statement follows:

In 1911 I purchased five acres near Van Nuys. I have three 180-ft. sheds and 2000 laying hens. From October 1st, 1913, to October 1st, 1914, my profits from 750 hens, 550 pullets and 200 second season hens were \$1,462, or \$1.95 per hen. The season of 1914-15 profits from 1400 hens, 900 pullets and 500 second season hens were \$2060, or \$1.47 per hen. The season of 1915-16 I carried 1500 hens, 800 pullets and 700 second season hens, the profits being \$2750, or \$1.83 per hen.

A. M. HARRISON.



HARRISON RANCH



PHELPS RANCH

chicks amounting to \$2570. My feed cost me \$1397. On the last date I had 550 hens, 650 pullets, 150 breeding cockerels.

RAISED OWN WAGES

Mr. Phelps was a draftsman with the Llewellyn Iron Works. He first experimented in poultry on a rented farm as a side issue. In 1915 he resigned a good salaried position, bought five acres at Van Nuys and now has a fine fruit and poultry ranch. He has apricots and peaches with poultry runs between. He is independent and prosperous. His poultry statement follows:

On September 1, 1915, I had 600 hens and 70 breeding cockerels. From then until September 1, 1916, I sold market eggs, hatching eggs and baby chicks. On the last date I had 550 hens, 650 pullets, 150 breeding cockerels.

C. W. PHELPS.

HAS IT TO SHOW

H. J. Lindeman formerly did teaming and general farming. He started in the poultry business in 1914. He now has about 3000 laying hens. Poultry has paid him. He will be glad to give you the benefit of his experience.

Profitable Occupation

F. M. Goodhue built a home in Van Nuys because he liked it as a place to live. With such climate and soil it took little of his time to beautify and keep up the place and he wanted something else to do. Poultry looked good and interesting, as it must to anyone investigating it at Van Nuys, so he started in easily with 40 pullets and found himself making \$2.30 per hen. He increased his flock to 200 pullets and on checking up his books this year finds he has made \$2.79 per hen. His poultry gave him interesting occupation and \$559 net profit for the past year. He will be glad to tell you the advantages for home making and poultry raising in Van Nuys.

A WISE BUYER

Mr. Smith investigated the various locations for poultry raising and decided on Van Nuys. He has a small ranch which he keeps in model condition, and he is gradually increasing his profits per hen. If you don't believe it pays to raise poultry at Van Nuys ask him. He is glad to give you the benefit of his experience. His statement follows:

At North Van Nuys, on the Pacific Electric Railway, I found land superior to any that had been previously offered me at 30 to 50 per cent. more money. I purchased 2½ acres for my poultry and have found everything as represented in all respects.

At the beginning, for nine months in 1914-15, with 550 pullets, I averaged \$1.30 per hen. For the year November 1, 1915, to November 1, 1916, I have increased my flock to 1000 layers and have averaged \$1.56 per hen.

W. H. SMITH.



LINDEMAN HOUSE



INDUSTRY STARTED HERE BY W. P. WHITSETT, 1913

During the month of October my pullets laid 1476 eggs, which sold for \$54.12. The cost of feed for that period was \$16.53, leaving a nice profit of \$37.59.

I feel now that my venture has succeeded, and any woman in Van Nuys can make from \$35 to \$50 per month in the back yard by keeping a few chickens.

MRS. C. C. CAMPBELL.

HATS OFF

After reading several articles in various magazines about women who have helped their husbands make a living, I decided to embark in the poultry business in a small way on the back of our 50x125-foot lot and help to increase our income.

On the 30th of March I bought 250 baby chicks. After losing some during the first few days, selling the cockerels, and weeding out a few culls, at the end of six months I had 100 perfect pullets.

The pullets at this age had cost me \$65, after crediting the amount received for the cockerels, which were sold when ten weeks old. My pullets are worth \$150, so I have made \$85 on my original investment of \$25 for the baby chicks.

INVESTIGATE

Free transportation to Van Nuys over the Pacific Electric from the Hill-street station has been provided for persons wishing to inspect this industry. Secure your tickets for this trip at 9 a. m. any morning except Sunday, at Room 621, W. I. Hollingsworth Building, Sixth and Hill, Los Angeles. Phone Sunset Broadway 2259, Home F-2958.

Automobiles will be provided at Van Nuys, Cal., at the Development Headquarters of W. P. Whitsett for those making this trip and all others who may wish to investigate the opportunities that this industry offers.



VAN NUYS GRAMMAR SCHOOL

VAN NUYS POULTRY ASSOCIATION

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